MarketJoy doesn't use WhatsApp for job offers or ask for payment from job seekers. Stay alert. Protect yourself.

Case Study

How MarketJoy Helped 110 Metalworks Secure Long-Term Aerospace Manufacturing Leads with Strategic Outreach

"MarketJoy's customized approach didn't just generate leads it helped us find real partners for the long haul."

110 Metalworks is a precision contract manufacturer serving the aerospace and defense industries, specializing in complex machined parts and assembly services for long-term, high-reliability partnerships with OEMs and Tier 1 suppliers.

"In my role at 110 Metalworks, where we specialize in contract manufacturing for the aerospace sector of machined parts and assemblies for commercial and defense OEMs, sourcing leads that weren't just one-off jobs but interested in long-term partnerships was really difficult and time-consuming. Most prospects were just looking for small-scale jobs or shop services that are incompatible with our business model. Marketjoy's tailored approach filtered out the noise and zeroed in on leads with the potential for long-term collaboration.

By continuously adapting their strategies based on our feedback, they showed a deep understanding of the aerospace manufacturing landscape. This led to promising engagements with companies like High Torque on April 15th and upcoming interactions with potential partners like Edwards. But what I really like about Marketjoy is how they go beyond just lead generation. Recently our firewall blocked essential links which disrupted access to vital project management tools. Their IT team quickly fixed the issue, ensuring no disruption to our workflow. I couldn't be more satisfied with the partnership we've built with Marketjoy."

— Ted Jeske, President, 110 Metalworks

110 Metalworks faced an overwhelming volume of mismatched leads that didn't align with their strategic focus on long-term, high-volume aerospace manufacturing contracts. Most inbound prospects were interested only in one-off machine jobs or small-scale fabrication tasks that didn't fit the company's production capacity or business objectives. This constant qualification effort slowed their ability to connect with serious partners.

Ted and his team wanted to build a streamlined, scalable process to generate qualified leads from decision-makers at OEMs and Tier 1 suppliers. They sought a partner that could not only understand their niche but also ensure their outreach efforts targeted buyers looking for strategic, repeat manufacturing solutions. The goal was to shift from low-fit inquiries to deeper conversations with the right roles and companies.

MarketJoy collaborated with 110 Metalworks to refine the customer profile and segment outreach campaigns accordingly. They deployed targeted outbound messaging crafted specifically for senior procurement roles in aerospace and defense firms. The team continuously fine-tuned the approach using performance feedback, and leveraged IT support when operational issues arose like overcoming firewall restrictions that threatened campaign continuity. MarketJoy also filtered contacts based on engagement behavior and responsiveness, ensuring only high-potential leads surfaced to the 110 Metalworks sales team.

During the campaign, the following was identified:

- Over 60 high-quality leads engaged within a 3-5-month outreach period.
- Improved alignment between lead profiles and long-term manufacturing needs.
- Resolution of IT blockers that allowed uninterrupted outbound operations.

Are you overwhelmed by low-quality leads that don't match your ideal client profile? At MarketJoy, we specialize in helping complex manufacturers like 110 Metalworks connect with serious, strategic buyers.

We filter out the noise, deliver intelligence-driven outreach, and provide operational support that enables your team to focus on building lasting relationships.

See what a focused, high-fit pipeline can do for your bottom line.

Ready to transform your lead generation strategy?

Facing similar challenges? Discover how MarketJoy can propel your business forward just like we did for 110 Metalworks.

📞 Reach out to MarketJoy today and set the ball rolling!

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MarketJoy, Inc. is your go-to partner for accelerating sales growth. Specializing in tailored b2b lead generation, we align with your unique needs to enhance your customer acquisition pipeline. With guaranteed results and a personalized approach, we empower your business to thrive, making MarketJoy an effortless extension of your team.

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